

ABSTRACT OF THE DISCLOSURE

Disclosed are a color facsimile apparatus and method in which when transmission information is added onto an image and then transmitted with the image, memory can be conserved and transmit processing shortened. A color image is read and image data represented the read image is generated. The image is then compressed in the form of "JPEG" and stored in memory. In the transmission of the image data that has been stored in memory, transmission information is added onto the image data before the image data is subjected to JPEG compression. When the image data is transmitted, therefore, processing for expanding the image and then re-compressing the data can be eliminated.